Sunday, July 4, 2010 ★★ Vol. 25 / No. 206



Philippine Daily Inquirer Sunday Inquirer



**TOASTING NEW BEGINNINGS** For the evening reception on President Aquino's Inaugural Day, Malacañang's Ceremonial Hall is decked out in yellow capiz shells and strings of sampaguita hanging from the chandeliers, and bamboo poles bearing blooms. The decor symbolizes what the second Aquino administration stands for, says multiawarded designer Al Caronan—capiz for transparency, bamboo for resiliency, sampaguita for beauty. And hope, as the new President represents. (Story and more pictures in Sunday Lifestyle, Page F1.)

# 'Pangilinan too close to Aquino'

## 'Magnificent 5' want independent Senate

By Michael Lim Ubac

THE BLOC OF FIVE SENATORS HEADED BY VETERAN SEN. Edgardo Angara yesterday played hard to get a day after Sen. Francis Pangilinan, party mate of President Benigno "Noynoy" Aquino III, formally launched his bid for the Senate presidency.

Instead of throwing his support behind Pangilinan, Angara declared in a statement that his group which named itself "Magnificent 5" would "support a Senate President who can uphold the independence of the institution and who will pursue an agenda of reform and change."

That's tough talk from a longtime senator who once headed the august chamber during the Ramos administration.

Was he saying that Pangilinan's closeness to Mr. Aquino did not guarantee him the Senate presidency? Pangilinan had also served as campaign manager for the Liberal Party senatorial slate in the May 2010 polls.

The Inquirer tried yesterday to contact Angara, but he was in his hometown Baler, Aurora, and could not be reached for comment.

A senator, who asked not to be named so as not to preempt the vote of senators, said Pangilinan would have to overcome the

PANGILINAN/A4

## Dutch incredible! Brazil is out of World Cup

JOHANNESBURG—THE NETHERLANDS came from behind to upset mighty Brazil, 2-1, on Friday and became the first team into the World Cup semifinals, setting up a meeting with Uruguay who beat Ghana in a penalty shoot-out.

Ghana, Africa's last team in the competition, was left raging when what would have been a last gasp winner was prevented by a cynical handball on the goal line by Uruguay's Luis Suarez and Ghana missed the resulting penalty.

"I made the best save of the World Cup," an unrepentant Suarez said after the game. [See other World Cup stories in Sports, Page A24.]

In Port Elizabeth, Dutch playmaker Wesley Sneijder was involved in both second-half goals after Robinho had scored for Brazil in the 10th minute. Brazil thrilled in the first half, completely dominating the Dutch, but crumbled when Sneijder's cross in the 53rd minute was deflected into his own net by Brazil midfielder Felipe Melo.

DUTCH/A24



**AGONY, ECSTASY** Ghana's striker Asamoah Gyan covers his face in dismay after missing the penalty that would have sent his country to the semifinals of the World Cup. The miss sent Uruguay striker Luis Suarez into the arms of goalkeeper Fernando Muslera in celebration. AP

## In his own words: Why they're Aquino's Chosen

By Philip C. Tubeza

WHO IS THE CABINET MEMber whose "first assignment" is to get at least "three hours of sleep" daily? Who did President Aquino have to "beg" to join his official family? And who "possesses 80 percent" of his brain?

Backed by an overwhelming electoral mandate, Mr. Aquino has assembled a team of new faces and old hands—a number of them from the Cabinet of his mother, the late former President Corazon Aquino—to help him take on the huge task of running the country.

Here, in his own words, are the key men and women who will help bring about the "real change" that he promised during the campaign.

PAQUITO "JOJO" OCHOA JR. (executive secretary). I'm not a lawyer; Jojo has helped me understand the intricacies of the law ever since I started in public office. Our relationship is on a second-generation basis already.

Our parents were allies in the Liberal Party, and we have been consistent allies throughout our lives. He has given me the most sound advice on so many matters pertaining to my work as legislator. Therefore, I'm very confident of his role as the guardian of my back. He's more than qualified.

ALBERTO ROMULO (foreign secretary). He has graciously consented to retain his position. And we are very fortunate to have him as a senior member of the Cabinet.

CESAR PURISIMA (fi-

IN HIS/A8

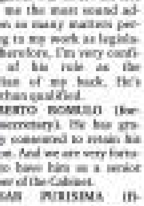
## Who's Julia Abad and why is she PMS head?

By Cathy C. Yamsuan

IT WAS PROBABLY THE BRIGHT PURple sheath dress she wore when then President-elect Benigno Aquino III announced the members of his Cabinet that made TV viewers take notice of Julia (pronounced Hul-ya) Abad.

The gamine-looking, 33-year-old Abad, who was standing behind Mr. Aquino, literally stood out among the soberly dressed men sitting behind him. Ironically, the new chief of the Presidential Management Staff (PMS) wants a low profile.

WHO'S JULIA/A6



**ON HER OWN** even if she's her father's daughter

## On the 4th day, Noy takes day off

By TJ Burgonio

AFTER ONLY THREE DAYS IN MALAcañang, President Aquino, who declared that he would be a servant to all Filipinos, decided to take a breather yesterday.

"Kayo ang boss ko (You're the boss)," he said in his inaugural speech.

But on his fourth day in office, Mr. Aquino did not have any scheduled offi-

ON THE/A6



## DOJ chief's priority: Smugglers, tax cheats

By Norman Bordadora

JUSTICE SECRETARY LEILA DE LIMA HAS ordered officials of the Department of Justice (DOJ) to intensify moves against smugglers and tax evaders as part of the Aquino administration's efforts to raise revenues without burdening Filipinos with new taxes.

"Task forces against smuggling and tax evasion will be at the forefront of our efforts against the backdrop of governmental policy to replenish and protect government coffers and eliminate deficit," De Lima said in a speech before DOJ officials and employees.

De Lima also indicated in a speech on Friday at her formal assumption of office as justice secretary that a review of the performance of DOJ task forces and other work groups would be conducted to ensure that they would produce results quickly and competently.

The former chair of the Commission on Human Rights (CHR) particularly mentioned the Witness Protection Program, which, she said, had caused injustice to thrive because of its weak implementation.

President Aquino has promised not to raise new taxes but to increase revenues through improved collection of existing taxes and customs duties.

In his inaugural address, Mr. Aquino directed De Lima to "begin the process of providing true and complete justice for all."

De Lima told the DOJ officials and em-

DOJ CHIEF'S/A6

WEATHER FORECAST

# Second FrontPage

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6/55 GRAND LOTTO: 7 13 21 24 40 43 — P50,898,751.20

# This time, smog shuts down Naia

By Miko Morales and Jerome Aning

AT LEAST 38 DOMESTIC AND INTERNATIONAL flights were diverted to different airports in the country yesterday morning as thick smog due to air pollution enveloped the capital, causing poor visibility at the Ninoy Aquino International Airport (Naia).

An aviation official blamed the disruption on worsening air pollution levels in Metro Manila and the breakdown of navigational landing equipment at the airport.

Weather forecasters said the trapped surface air, thick with smoke, moisture and pollution, was caused by a high-pressure weather system which restricted all air movement for about seven hours.

"The haze was thick and there was no breeze which could have cleared the sky," [illegible], senior technical assistant of the Civil Aviation Authority of the Philippines (CAAP) told the Inquirer in a phone interview.

"If there was enough wind, the haze would have dissipated," he said.

About 30 international and domestic flights were diverted north to the Diosdado Macapagal International Airport (DMIA) at the Clark Freeport, Pampanga, owing to its proximity to Manila, the official said.

## New navigation equipment

Three domestic Philippine Airlines flights were forced to land in Cebu, south of Manila, while another touched down in nearby Iloilo to wait for the skies over Manila to clear.

Four Cebu Pacific flights from the provinces were reported diverted to Clark.

An airport official explained that the flights that were diverted were those whose pilots or aircraft had not yet been certified for the airport's new navigation equipment—the Runway Navigation Global Positioning System (RNAV-GPS) —which helps pilots land even under poor visibility conditions.

CAAP shifted to the new system last week after the old equipment that guided pilots conked out twice, causing flight diversions last week.

"Many aircraft settings have not yet been adjusted or certified for the new RNAV-GPS. In fact, during the haze, at least 20 flights that were certified were able to land safely," [illegible] said.

The official added that the situation had improved by noontime and diverted flights began touching down at Naia. The delays, however, caused long lines and hot tempers at the various affected airports.

## Stranded in Cebu

In Cebu, hundreds of PAL passengers who were stranded for hours inside their planes were allowed to [illegible] at the Mactan Cebu International Airport (MCIA).

The flights were from Zamboanga, Tacloban and Puerto Princesa cities.

Two outgoing flights of MCIA for Manila and one incoming flight from Manila were delayed for a few hours, according to [illegible] of the MCIA public affairs department.

A total of [illegible] passengers were affected, said a PAL executive who asked not to be identified for the lack of authority to speak to media.

It was past 1 p.m. when the flights were given the go-signal to fly to Manila.

PAL personnel distributed food to the stranded passengers inside the planes.

## More planes at Clark

At the DMIA, about 30 international and domestic flights waited for the haze to lift.

Victor Jose Luciano, president of Clark International Airport Corp. (CIAC) that manages DMIA, told the Inquirer by phone that the diversion of aircraft also had something to do with problems with Naia's navigational equipment.

"The instrument landing system [at Naia] encountered problems, a new one is supposed to be delivered [there] next week," Luciano said.

Fernando Torres, DMIA assistant operations manager, said they were advised that visibility at Naia had improved at 11:30 a.m.

The diverted planes started to leave DMIA at 12:20 p.m. These included nine planes of Philippine Airlines; four each of Cebu Pacific and Zest Air; two each of Jetstar, Air Philippines and China Airlines; and one each of Royal Brunei Airlines, KLM, Sea Air, Air Micronesia, Gulf Air, Korean Airlines and Qatar Airways.

Reports from the DMIA operations center said the passengers of five flights—Jetstar, Royal Brunei, Air Philippines, Sea Air and Zest Air—disembarked at DMIA. Passengers of the 25 other flights were made to stay inside their planes.

Last Monday night, at least 16 international and domestic flights coming in to Naia were diverted to DMIA due to poor visibility brought about by rains. Some of the planes carried foreign dignitaries coming to attend the inauguration of President Benigno Aquino III.

*With reports from Jun Malig, Inquirer Central Luzon, and [illegible], Inquirer Visayas*





## 10 dead in Cebu bus crash

CEBU CITY—At least 10 persons were killed and about 20 others were injured when a passenger bus lost its brakes and crashed into the concrete fence of a house in Toledo City past 5 p.m. Saturday.

The [illegible] bus was on its way to Tabuelan town in southwestern Cebu.

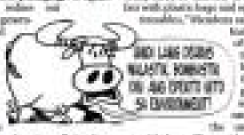
PO3 Julius Sanchez, Toledo City Police Station investigator who was at the crash site, said they initially counted 10 fatalities but this could rise as there were victims who were reported to have died at Toledo District Hospital. *Jhunnex Napallacan, Inquirer Visayas*



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and
PLAY
for a chance to win a
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URVAN
(Exclusive for BPI Cardholders)
Every P1,000 purchase entitles you to join the raffle.
Triple your chances of winning with your BPI Express Credit Card.
BPI Express Credit
ALL SM MALLS • SM MAKATI • HARRISON PLAZA • THE BLOCK • ROCKWELL • V MALL

# Plastic not fantastic, green groups tell consumers





# Cops arrest protesting farmers near Palace

By Tina G. Santos

## The Daily Gospel

# Who's Julia Abad and why is she PMS head?

### Rented house

### Behind the scene

### PMS as troubleshooter

### Chief of staff

### Work background



### 'I know him better'

### Her dad's daughter

### 'Sarap'

### Youth on her side

# DOJ chief's priority . . .

### In full force

### CHR experience

# 'Pangilinan too close to Aquino'

### Pro-active Senate

### Reformist Senate

### Check and balance

### LP has a plan

### Estrada, Enrile votes

### Swing votes



Ford
ALL-AMERICAN
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Test-drive and escape to an American holiday.
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Be one of the 10 winners in 10 weekly draws!
BUY & WIN
BUY a Ford and get a chance to win any of these holidays:
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- Disneyland, Hong Kong
- Universal Studios, Singapore
Feel the difference with Ford's world-renowned quality, fuel efficiency and performance.
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# On the 4th day, Noy takes day off




### Frenetic three days

### Rare occasion

### Traffic jams

### No 'wangwang'

### Lead by example

# In his own words: Why they're Aquino's Chosen



























# 'GMA Cha-cha move ploy vs prosecution'

## Lawyer not part of massacre case

## No Filipino killed in Afghanistan—DFA

### Corrections

INQUIRER

# OPINION

## Promiscuous

EDITORIAL




## Life without ghosts

PUBLIC LIVES

*Randy David*

## Marching orders

MOMENTS

*Fr. Jerry M. Orbos, SVD*

# Demystifying the Court

WITH DUE RESPECT

*Artemio V. Panganiban*



# At the still point of the turning world

METHOD TO MADNESS

*Patricia Evangelista*



# Loving the 'beautiful game'

AT LARGE

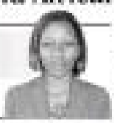
*Rina Jimenez-David*



# The World Cup and African women

WORLD VIEW

*Juliet Torome*



# TALK of the TOWN

Editor: [illegible]

# How rich is rich?

By Dr. Romulo A. Virola

WHO ARE THE rich? Are they the ones who go to Bella for specialized services? Driving a Lexus, BMW and the like? How rich is rich? Do they also eat pakangang (round salad) and NFA rice like most of us? And do they pay taxes? How much?

In 2010, to be counted in the high-income class, a family should earn at least P2,393,126 a year or P199,927 a month compared to [illegible] a year or [illegible] a month in 2000 (See table 1.)

## Dwindling

[illegible]

## President won't qualify

[illegible]

## Income gap narrowing

[illegible]

## Rental

[illegible]

## B-day, wedding, baptism

[illegible]

## Low tax payments

[illegible]

## Gifts

[illegible]

## Predictors of income

[illegible]

*To be counted in the high-income class, a family should earn at least P2,393,126 a year or P199,927 a month*



**Table 1. Annual family income cutoff by income class (2000, 2003, 2006-2010)**

[illegible]

**Table 2. Number of families by income class (2000, 2003 and 2006)**

[illegible]

## Methodology

[illegible]

INQUIRER Mindanao

# It's 'Inday Sara's' turn to warn criminals

'I never wanted to be a politician, but today I speak before you as city mayor... Life is not about insisting on what we want. It's about accepting and aligning with our higher purpose...'

I'M YOUNG, MY EGO IS CLOSE to zero, so please call me Inday Sara."

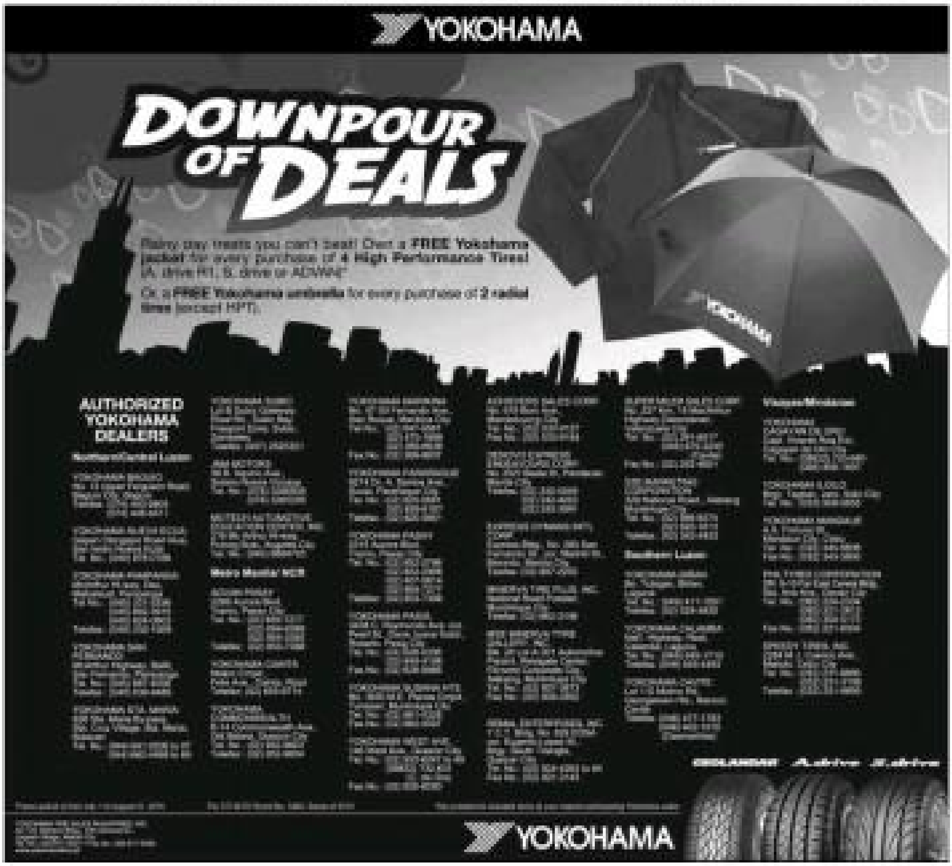


NEW DAVAO CITY Mayor Sara Duterte-Carpio talks with barangay captains in one of their meetings. Like her father, Rodrigo, the new female mayor of one of the country's biggest cities talks tough against criminals.

## Lollipops in clinic

## Unquestioned rule

## Anticrime drive



# Across the NATION

## Potluck food poisons 20 La Salle teachers, students

By Carla P. Gomez
Inquirer Visayas

BACOLOD CITY—AT LEAST 20 faculty members and students of University of St. La Salle (USLS) here were rushed to hospitals in this city late Friday after suffering from suspected food poisoning.

[illegible]

## 2,000 workers at Subic casual, face dismissal

SUBIC BAY FREEPORT—THE REVISED FIRST memorandum circular issued by the Aquino administration has no impact on the terms of office of officials of the Subic Bay Metropolitan Authority, except for the agency's contractual workers, SBMA Administrator Armand Arreza said.

[illegible]

*Robert Gonzaga, Inquirer Central Luzon*





**BEHIND BARS** Imelda Marcos greets followers and curious onlookers stretching their hands out through the iron bars of the gates of the Supreme Court following Imelda's oath-taking as Ilocos Norte representative. [illegible]



## NEWSBRIEFS

■ BAGUIO CITY

### Claver body in Ifugao

[illegible]

■ BACOLOD CITY

### P50M for health insurance

[illegible]

*Carla Gomez, Inquirer Visayas*

### Village poll postponement sought

[illegible]

■ TACLOBAN CITY

### Military burns 400 reb guns

[illegible]

■ LUCENA CITY

### 2 soldiers killed in clash

[illegible]

"WE WILL BE A PREDICTABLE and consistent place for investment, a nation where everyone will say, 'It all works.'" —President Benigno Aquino III

# GLOBAL Pinoy

Editor: Monica Feria

This section is dedicated to Filipinos overseas toiling on land and at sea, in factories, in construction sites and in the homes of the world to secure a better life for their families. These are their stories.

# History lessons in Paris

## Can the country's new leaders help provide answers to Lhyanne's questions?

By Marilyn P. Rayray
Contributor

PARIS, FRANCE—I was behind our door ready to ring the bell when I heard my 10-year-old daughter asking her father to help her out with something. She sounded so excited. I heard her repeatedly saying, "Please, Papa..." I decided to eavesdrop for a while and find out what my daughter was up to.

[illegible]



WHY ARE WE HERE MAMA? They say our country is dangerous, full of crime and terrorists...and corrupt politicians. This isn't true, is it Ma?

### Moving to Paris

[illegible]

### Love of country

[illegible]

### Learning patriotic songs

[illegible]

### A wake-up call

[illegible]

### Proud to be Pinoy

[illegible]

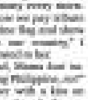
### A parent's joy

[illegible]

### Is it true, Mama?

[illegible]

# How to maintain your green card while outside the US



IMFO
Lourdes Santos Tancinco

[illegible]

### Time spent outside the US

[illegible]

### No abandoning acts

[illegible]



SHOCK, DESPAIR Ghana's midfielder Stephen Appiah and a face-painted fan (inset) react to penalty shoot-out loss to Uruguay in the quarterfinals of the World Cup in South Africa. The two teams finished tied at 1-1 after two hours of play, but Uruguay won the penalty shoot-out, 4-2, to advance to the semifinals against The Netherlands on Tuesday. AP

# Dutch incredible!

From page A1

Sneijder then headed in the winner in the 68th from near the penalty spot after Dirk Kuyt flicked the ball on from a corner.

Felipe Melo was shown a direct red card in the 73rd for stomping on The Netherlands winger Arjen Robben, who pressured the Brazilian defense.

"We didn't expect this," Brazil coach Dunga said. "We know that any World Cup match is about 90 minutes. In the first half we were able to play better, and we weren't able to maintain that rhythm in the second half." Dunga confirmed after the defeat that his four-year reign as coach was over.

## Unbeaten streak

The Netherlands, which extended its unbeaten streak to 24 games since losing to Australia in September 2008, will play Uruguay on Tuesday in Cape Town. Ghana failed in its mission to become the first African team to reach a World Cup semifinal.

Uruguay reached the World Cup semifinals for the first time since 1970, beating Ghana 4-2 on penalties.

The Uruguayans advanced after Sebastian Abreu casually chipped the last penalty straight down the middle to secure the win, after a 1-1 draw following 120 minutes of play.

Asamoah Gyan had a chance to win the game, but he hit the crossbar with a penalty in the last second of extra time after Suarez was sent off.

"To be among the four best (teams) in the world, there are no words for that," said Uruguay forward Diego Forlan, who scored the equalizer with a free kick in the 55th minute. "We felt we were going to lose with such penalty."

Meanwhile, Nigeria President Goodluck Jonathan has until Monday evening to back down on his threat to pull the Nigerian Football Federation out of international competition for two years.

## England coach stays

Also, England's Football Association decided to retain coach Fabio Capello despite the team's disappointing World Cup campaign.

Capello has a contract through to the 2012 European Championship, but England's struggle to qualify second in its group before being emphatically beaten by Germany in the round of 16 led the FA to say it would take two weeks to review the Italian's position.

In the end, it only took the FA five days to confirm that Capello would fulfill his contract.

"We will look to introduce new players to give the team new energy and I will use all my experience to take England forward," Capello said. "I am extremely proud to be the England manager, it means so much to me and I am determined to succeed."

Laurent Blanc was officially appointed as France coach to replace Raymond Domenech at a French Football Federation council meeting following the calamitous World Cup.

Striker Nicolas Anelka was sent home for abusing Domenech, resulting in the rest of the squad refusing to train. France lost its final group game to go out for the second straight tournament without winning a match, after failing to win a match at Euro 2008.

## Training boycott

Council member Lilian Thuram, who played alongside Blanc as France won the 1998 World Cup, said Patrice Evra's role in the training boycott that led to the defender losing the France captaincy should have repercussions.

"I asked that Patrice Evra does not play again for the France team," Thuram said after the FFF meeting. "I think there is a minimum amount of respect to have."

Greece's new coach, Fernando Santos, says the team will adopt a different playing style, signaling a departure from the defensive tactics employed by his predecessor, Otto Rehhagel. Greece was eliminated in the first round in South Africa.

"It just slipped through from my bald head and it was a great feeling," Sneijder said after scoring the winner against Brazil in the 68th minute with a header following a corner kick.

It was The Netherlands' first win over Brazil since the 1974 World Cup, when Johan Cruyff was the team's star and "total football" reigned.

"It was an amazing game, I think we showed the whole world how we can play," Sneijder said. "Finally we won, we beat Brazil."

## Own goal

After Robinho gave Brazil the lead in the 10th minute, the Brazilian favorites were left to rue the play that gave The Netherlands the equalizer in the 53rd with an own goal from Felipe Melo.

"We had two players going for the same ball and what happened happened," Brazil goalkeeper Julio Cesar said of the equalizer, his eyes filled with tears.

It was a roundabout story, mainly for Melo, who set up the opening goal with a brilliant through pass but then was shown a direct red card in the 73rd for stomping on The Netherlands winger Arjen Robben, leaving Brazil with 10 men.

"I'm devastated. It was hard to see the players crying back there," Melo said after emerging from the changing room. "I have to apologize to the Brazilian fans. I came here thinking about giving Brazil the title, but I'm a human being. Everybody can make mistakes."

At the final whistle, the Dutch players jumped on each other near midfield and lingered to savor the moment.

## 'Oranje'

The majority of the fans inside the Nelson Mandela Bay Stadium were clad in Brazilian yellow, although many of them were wearing South Africa jerseys of the same color. Long after the match ended, the only fans remaining were orange-shirted Netherlands supporters, waving their country's red-white-and-blue flags and chanting "Oranje."

"Without a shadow of a doubt, I am the coach of the Brazilian team," he said. "I have the greatest responsibility."

Uruguay reached its first semifinal in 40 years after needing a pulsating penalty shoot-out to beat Ghana at Soccer City in Johannesburg.

But Ghana was left to regret a last-minute, extra-time penalty miss by Asamoah Gyan whose spot kick crashed off the crossbar.

Uruguay goalkeeper Fernando Muslera had saved shootout attempts from John Mensah and Dominic Adiyiah after the quarterfinal had been locked at 1-1 after extra time.

## What might have been

Ghana could have won the match in the last minute of extra time but leading scorer Gyan sent a penalty crashing off the crossbar after Luis Suarez had been sent off for deliberate handball on the goal line.

"I am very emotional. We didn't play well, but we have gone through," said Uruguay coach Oscar Tabarez.

Ghana, which eliminated the United States in the first round of the knockout phase, were bidding to become the first African team to win through to the semifinals of the World Cup after Cameroon (1990) and Senegal (2002) had fallen in the last eight.

The Ghanaians scored first through Sulley Muntari two minutes into first-half stoppage time before Diego Forlan equalized with a brilliant free kick in the 55th minute.

"All I can say is this is football," Ghana's Serbian coach Milovan Rajevac said.

"It was a very difficult game for us because in the previous game we also played for 120 minutes and in the end we had the historic opportunity to reach the semifinal and we had the penalty."

On Saturday, Argentina was to face Germany, while European champion Spain was to tackle Paraguay.

The winners of those ties will meet in the second semifinal in Durban on Wednesday.

*Reports from AP and AFP*

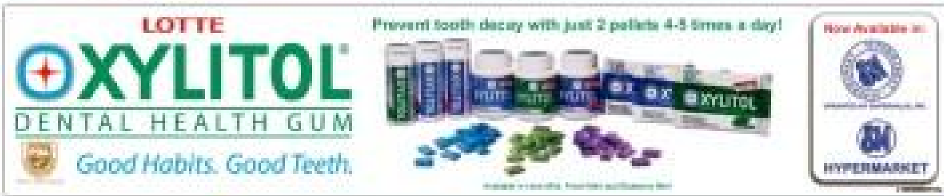
# Citizens to have say on gov't spending

# Albay agog over visit of DiCaprio

# Pasig River Run to aim for world record



A plus METRO
Editor: Abelardo S. Ulanday




RECYCLING VOLUNTEERS

# Saving earth, healing hearts

By Erika Vizcarra
Contributor

HOW IS TRASH TURNED INTO gold and gold into loving hearts?

For Tzu Chi Foundation, the feat is not impossible.

[illegible]

## Quick response

[illegible]

## Stations

[illegible]

## Knocking on doors

[illegible]



QC PARK DEVELOPMENT PROJECT

# Bernardo Park to undergo facelift

By Julie M. Aurelio



ROAD RECONDITIONING AT SKYWAY

## Accenture invites IT Professionals to join the Massachusetts Institute of Technology (MIT) Lecture!

Accenture invites IT professionals to an exclusive lecture by Srini Devadas, the Associate Head of the Department of Electrical Engineering and Computer Science at Massachusetts Institute of Technology, to be held on July 20, 2010, 6:30pm, at the Makati Shangri-La Hotel.

Titled "Information Technology in the Year 2020: Building a Collective Intelligence," the lecture will discuss how we use the Internet today as a collective repository for intelligence and the challenges that we face to advance that technology. These challenges include making networks intelligent, ubiquitous virtual computing, software design, testing, and exploiting parallelism.

To join this event for free, visit our registration website at accenture.com/MITLecture.

Slots are limited, so register now. Deadline for registration is on July 13, 2010.

### About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 190,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

Accenture and the Massachusetts Institute of Technology's office of Professional Education (MIT PE) have worked together to develop the Accenture Solutions Delivery Academy, a training and certification program that brings additional focus and recognition to critical technology delivery skills across our IT workforce. The training certification combines formal training with on-the-job experience to support ongoing professional and career development.

# Recycling volunteers: Saving earth, healing hearts

Returning favor

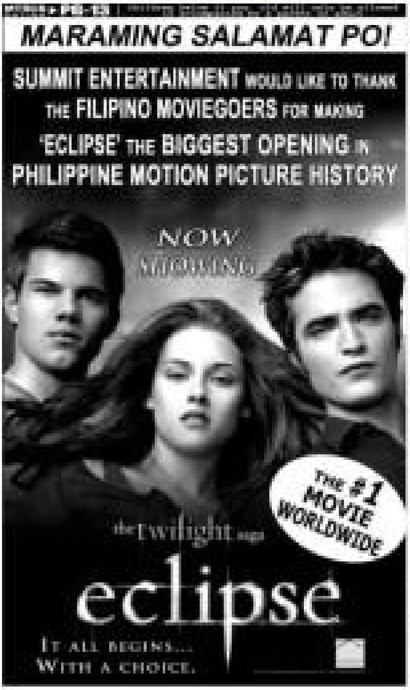
Medical assistance





Improvements

Equal opportunity



# The WORLD

# 2 Russian spies reveal true identities

ALEXANDRIA—THREE of the 10 accused Russian spies held by the United States remained in custody on Saturday as prosecutors said two of them were the first to give up their true identities.



ARTIST'S rendering shows Patricia Mills (left) and Michael Zottoli, accused of being illegal spies for Russia, in federal court in Alexandria, Va., on July 2. AP

# 200 dead after Congo tanker blast

KINSHASA—AT LEAST 200 people died and dozens were injured when a tanker truck filled with oil exploded and set fire to a village in eastern Democratic Republic of Congo, the Red Cross said on Saturday.

# US oil spill now worst accident on record

NEW ORLEANS, LOUISIANA—A Taiwanese supertanker skimmed oil from the Gulf of Mexico on Saturday as the months-long disaster became the worst accidental spill on record.

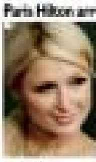
# Kenya MPs give selves $175,000 salary

NAIROBI, KENYA—KENYANS expressed outrage on Friday at ...

## WORLDBRIEFS

### Kyrgyzstan swears in C. Asia's 1st female president

### Paris Hilton arrested for drug possession in S. Africa



HILTON

### Protests as 'The Cove' hits Japan cinemas




# SMART Buddy's Hot Summer Samahan wows thousands of teens

WEEKS OF END-TO-END FUN AT THIS YEAR'S SIZZLING MOBILE TREAT

**IT WAS A VACAY TO REMEMBER as SMART Buddy rocked the sizzling months with its 5th annual Hot Summer Samahan.**

Hot Summer Samahan 2010 stirred up endless fun and excitement for SMART Buddy's loyal subscribers with monster mobile phone deals, the coolest freebies and rocking entertainment courtesy of Callalily, Spongecola, Rocksteddy, and the Philippine All-stars topped by heart-stoppers Jake Cuenca, Bangs Garcia, Sam Milby, Gerald Anderson and Kim Chiu!

SMART's head of Wireless Consumer Division Danilo J. Mojica beamed as he explained that "events like the yearly SMART Buddy Hot Summer Samahan allow us not only to entertain and thank our valued subscribers but also to introduce them to the various services available to them that provide connectivity via voice, SMS, or data, through the excellent network of SMART."

## PLAY GOES BEYOND SUMMER

But here's more sizzling good news for SMART Buddy subscribers: the fun did not end in summer but continued on to greater heights with the launch of SMART Buddy's new "Let's Play" campaign just last weekend. Be a fan of SMART Buddy on Facebook and sing or dance along with the hip new commercial. Just go to www.facebook.com/smartbuddyph.

With SMART Buddy's reliable call, text and surf services, millions enjoy more fun ways to connect. Expect more exciting surprises just for you and your circle of buddies. SMART Buddy, let's play!








SMART Buddy

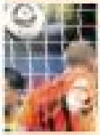
LET'S PLAY











WHAT'S INSIDE
- Heartache eats up Ghana, Brazil in World Cup /A24

# Sunday SPORTS



- Nadal crushes Murray, sets final duel vs Berdych /A26

# Fiesta wild-card phase under way

By Musong R. Castillo

FOUR SQUADS IN THE BOTTOM half of the PBA Fiesta Conference take the floor today in knockout games ... in the wild-card phase at the Araneta Coliseum.

[illegible]

# MisOr blasts ANI five, goes all the way

## PBA chair new Customs boss?

**In Huddle**



# Heartache eats up Ghana, Brazil in World Cup



# NCAA week's best: Abueva steadies shaky Stags

By Cedelf P. Tupas

**Sportswatch**

## La Salle run listing reset



# De Ocampo captures Phoenix Fuel trophy

# 11 horses to dispute revived PSA Cup today

# Bersamina leads Asian Youth bets



DJANGO Bustamante flash in sharp form

# Django gains round of 32; Bata through

## All-Star highlights Fil-Am rites today

# Lady Stags V-League favorites sans Tigresses



Sunday SPORTS

Editor: Teddyvic S. Melendres



# Nadal crushes Murray, sets final duel vs Berdych

RAFAEL Nadal is back in the Wimbledon final.





BERDYCH

# Tiger makes cut, trails Rose by 10



Business Features Editor: Margie Quimpo-Espino

Sunday Biz

# Lady jeweler shines in Netherlands tilt

By Juan Escandor Jr.
Inquirer Southern Luzon

NAGA CITY—A plan of a costume jewelry business here to expand and systematize direct selling through the e-commerce and local networking recently won an international competition.

Marianne Olaño, owner and designer of Baycrafts Jewelry, dislodged four other finalists in the category retail business for women coming from the so-called emerging markets, in the Women in Business Retail Prize during the international Business in Development Challenge (BiD) held in The Netherlands from May 28 to June 3.

Her proposed budget is 18,000 euros (P1.45 million).

This year's competition included another finalist from the Philippines, one from Colombia and two from India.

For winning the top prize in the BiD's international event, Olaño received a certificate and 15,000 euros (P870,000) which will be used to implement the business plan she developed to improve the sales of the accessories and help women in the locality earn additional income.

In an article written by Susan Randall for www.bidnetwork.org, she noted the Philippines as a role model in empowering women in business, saying that "several women from the Philippines attending the session found it hard to relate to some of the obstacles faced by women elsewhere. They said that in their country, women commonly hold strong positions of leadership in companies, and didn't face such high obstacles when starting their own businesses."

Randall continued: "In fact, the Philippines has been consistently ranked in the top 10 of the Gender Gap Index over the last four years (6 of the top 10 ranked countries located in northern Europe), and is also the highest ranking in Asian country.

This index, which is published every year by the World Economic Forum, quantifies the efforts of countries in narrowing and eradicating the gap between men and women, based on data measuring Economic Participation and Opportunity, Educational Attainment, Health and Survival, and Political Empowerment. Last year, the Philippines was one of only two countries in Asia (along with Mongolia) to have closed the gender gap on both health and education."

Olaño, who arrived Sunday from Europe, was sponsored by the Philippine Business for Social Progress (PBSP) and the BiD in The Netherlands.

"The BiD Challenge is an online business plan competition among enterprising ideas that combine profit with the improvement of living standards in a country," according to an official release from the organizers.

Olaño says the main competition was the "pitch session" with three-member jury who grilled finalists for 30 minutes with their practical queries that tended to show the plan presented after a five-minute pitch.

She says she presented her two-minute pitch with her experience in putting up the Baycrafts Jewelry to the present selling strategy through e-commerce, trade fairs and direct selling.

Olaño explains her plan to harness the Internet through formalization of terms between direct sellers and the Baycrafts Jewelry regarding the products

LADY/B2



UNIQUE accessories by Baycrafts Accessories in Naga City.



BAYCRAFTS Accessories owner Marianne Olaño.



# Always heeding mom's advice

Text and photos by Vanessa B. Hidalgo

FROM CASINO MANAGER to bakery manager.

This is the story of how a former card dealer turned entrepreneur transformed a simple bakery into one of the leading bread stores in Batangas.

Ma. Consuelo Garcia or Cookie as she is fondly called, came from a simple family who had entrepreneurship running through her veins. She recalls that her mother, Leonida Garcia or "Nana Ohing" used to sell pies in the neighborhood market.

"She was the original market lady. There were no thinking, Good Fridays or vacations for her. All she knew was that she needed to earn decent money to put us through school," Cookie recounts.

To earn additional income, Nana Ohing started to buy bread from a local bakery and started passing it on to her customers. By selling bread and pies, she was able to send her children to college and give them the one thing she never had, an education.

This paved way for her children, especially Cookie, who graduated from the University of the Philippines with a degree in Business Administration to earn more and enjoy life's little pleasures.

But when Cookie was already a shift operations manager in the then Philippine Casinos Operation Corporation, she experienced a wake-up call.

"I came from nothing. So when I started earning money, I used to spend them all," she says. But when her boss noticed her new clothes and accessories objects, he set her aside and asked her, "Why do you need all this stuff? Do you know that it's not going to be sunshine every day? Why don't you think

ADVICE/B2



COOKIE Garcia shares wisdom from entrepreneur mom.

# Victory Liner: Riding high at 65



### Perilous routes

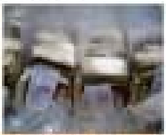
### Pacesetter in bus travel

# Lady jeweler shines in Netherlands tilt



Olaño wins Women in Business Retail Prize during the BiD Challenge in the Netherlands







# Always heeding mom's . . .





# Restoring trust a must as BP deals with oil spill

A LEADER'S WAY



*John C. Maxwell*

To rescue its tarnished image, BP would be wise to devote resources over the upcoming decade to alleviate the environmental scars left by the spill.

[illegible]

**1) Confront Reality**

[illegible]

**2) Take Responsibility**

[illegible]

**3) Make restitution**

[illegible]



# Entrepreneur's journey to effective leadership

[illegible]

**Self-awareness**

[illegible]

**Stewardship**

[illegible]

**What was missing**

[illegible]

# A NIGHT OF FIRSTS






## PLDT changes the game of communications with UNO

IT was the night the game of business communications was changed forever. PLDT, along with its partners Alcatel-Lucent, Avaya and Cisco marked the beginning of great things to come in the world of communications. PLDT UNO's unveiling was held at the NBC Tent at The Fort, Taguig City recently. The colorful, well-attended bash introduced PLDT UNO as the Philippines' first managed unified communications solution for business.

PLDT UNO allows all the different means of communications to work together seamlessly, regardless of device, network, or location. The solution offers real time voice, messaging and data applications, all on a single platform. It replaces the traditional analog and digital PABX, a necessary piece of equipment most companies have to buy. PLDT UNO goes far and beyond the task of PABX.

The hip hop moves of the Philippine All Stars were totally flashy onstage, incorporating the orange, blue, and yellow building blocks of UNO into their numbers. Wine and food overflowed and guests mingled. Ryan Agoncillo played the gracious host while the crowd enjoyed the music, refreshments and entertainment, adding even more color to UNO.

Shown in top photo (left to right) are: [illegible]



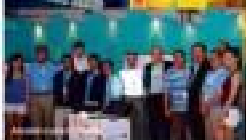

The UNO suite of unified communication tools includes call detail recording, mobile twinning, web-based management, web conferencing, and unified messaging such as voice-mail-to-email and visual voicemail. Other features like call recording, meet-me conferencing, text-to-speech, click-to-call, fax-to-email and network management can also be added to suit a particular business requirements.





Stacking those building blocks to get the coveted prize












Eric Alberto, PLDT SVP & Customer Sales and Marketing Group Head

### Simple, Seamless, and Cost efficient

One of the enthusiastic guests at the launch, was excited to hear all about UNO. He commented, "I'd like to know more about UNO. It's going to be a promising offer from PLDT, who always gives us innovative products. We're engaged in a lot of their services already, and it's a continuing process."

PLDT SVP and Head of Customer Sales and Marketing Group Eric Alberto extolled this and more benefits of UNO. "UNO unifies your PABX and LAN applications on a single platform and in one location. The payoff is a higher level of infrastructure operational efficiency, cost savings and collaboration towards higher revenues and your customers' satisfaction."

### No More Excuses for Lost Opportunity

According to Mr. Alberto, UNO is capable of recording missed calls and directly sending a notice to a client's email address. They can receive email, voicemail, faxes, and calendar events all in one inbox.

UNO makes any organization multiple device agnostic. It no longer matters what device you use. Imagine your voicemail in your inbox, your desktop or laptop as a soft phone, your mobile phone as an extension of your PABX local. PLDT UNO brings more capabilities to your organization over your existing Local Area Network or IP-VPN data infrastructure.

Clients using UNO can begin to deliver advanced converged communications like IP-telephony, video & web conferencing solutions, shared applications, and instant messaging to a growing workforce spread across multi-site branches anywhere in the country.

PLDT partners Alcatel-Lucent, Avaya, and Cisco mounted demonstration booths reinforcing the unique advantages of UNO. [illegible], Country Manager from Alcatel-Lucent Philippines, spoke of quicker response times for maximized productivity. Ray Tesla, Regional Director for Avaya ASEAN praised UNO's greater bandwidth and lower IDD charges. Cisco's Roland Jansen Ong of Unified Communications Asia Pacific underscored UNO's simplicity and one-stop convenience.

To cap off the evening, PLDT and SMART Chairman Manuel V. Pangilinan led the crowd in a toast to celebrate the coming of another game changing solution from PLDT. Eric Alberto's words now explain in UNO's other compelling characteristics: "PLDT UNO is faithful to the tried and tested PLDT business solutions model: minimal incremental investment, as-a-service (OPEX arrangement), and PLDT's commitment to innovation, customer care, and relationships."

Now it's a whole new ball game in business-grade communications with UNO.



From left to right: [illegible]



From left to right: [illegible]



From left to right: [illegible]



From left to right: [illegible]

Sunday LIFESTYLE
Editor Thelma Sioson San Juan






# The house where Mang Enteng lived—now a forgotten shell

## Where is the outrage over the sad fate of the Manansala House in Binangonan, Rizal?



**PORTRAIT** of the National Artist as a young man

By Constantino C. Tejero

IT HAS THE COLOR OF turquoise and slaked lime, brilliant in the sunlight and still quite visible at twilight. It has retained the same color through four decades, as when original resident Vicente Manansala imagined it must be.

The structure is basically a stilt house styled in International Modern, with wrap-around verandah enclosed in decorative grills, and surrounded by orchard and garden. It stands on sloping ground of about 800 sq m, overlooking tree crowns and rusting rooftops, in San Carlos Heights at Binangonan, Rizal.

Manansala, a native of Macabebe, Pampanga, was the third homeowner to ac-

THE HOUSE C2



SALON once filled with artworks ARNOLD ALMACEN



SHELVES now emptied of bookstands



PEDESTAL now devoid of the Abueva sculpture





BUST-PORTRAIT of Manansala by Napoleon Abueva



BUILT-IN rack for art materials

# The house where Mang Enteng lived–now a forgotten shell

From page C1



STRONG design element even in the kitchen



SPOT on the veranda where guests would annually gather to celebrate the artist's birthday



THE CAR Manansala gifted himself with on his 70th birthday

quite a lot in the subdivision, just before martial law. It was the view that lured the artist to build his home and studio here in the early 1970s, when the spread of land was forested and one could see the rippling expanse of Laguna de Bay and the glittering skyline of Makati.

Locals still remember Mang Enteng, as he was fondly called by one and all, on the same spot on the veranda every morning standing with hands on the balustrade, imbibing the wind and enjoying the vista of forest and lake and his growing mango tree. This was the house where he thrived through the most fruitful years of his art, and spent his last decade with wife Hermenegilda.

## Centennial celebration

This year is the birth centennial of Manansala, and the whole nation is celebrating with three major exhibits. "Images of a Nation: Vicente Manansala as a Social Realist," until July 4 on the ground floor of Ayala Museum, Makati Ave. cor. De la Rosa St., Makati; "Si Mang Enteng—Rediscovering Manansala," until July 31 in 3rd Galleries, Metropolitan Museum of Manila, Bangko Sentral ng Pilipinas Complex, Roxas Boulevard, Manila; and "Mga Guhit ni Mang Enteng," until Oct. 30 at GSIS Museum, GSIS Building, Financial Center, Pasay City.

If the viewer would be so astute as to scrutinize the provenance of each piece, he or she would find out that most of the major artworks on display were done when Manansala was living in this house, where he mastered his style and perfected his art.

After his death at 71 on Aug. 22, 1981, the house was left to his widow Hilda and Fatima's grandchild Rolando, whom the couple had adopted. The following year, after he was posthumously given the National Artist award by the Cultural Center of the Philippines, the family donated the house to the National Museum.



WHERE Mang Enteng was said to be seen enjoying the view every morning





Two years later, the National Historical Institute declared it a National Historical Landmark by virtue of Executive Order No. 260 signed by President Ferdinand Marcos on Aug. 1, 1973, and as amended by EO 375 on Jan. 14, 1974, and EO 1515 on June 11, 1978.

In the mid-'90s, the maintenance of the place was handed over to the NHI. Three years ago, it was then closed.

Three weeks ago, the last of Manansala's artworks—several sketches in charcoal and pen-and-ink on paper, a portrait of his wife in oil on canvas, some reproductions of his paintings—were donated to the museum of Holy Angel University in Angeles, Pampanga.

## Modernist interior

How did this happen? Why did this happen? How could a historical landmark go the way of a curiosity whose owner closes shop after declaring bankruptcy?

"Pagsasanmot na" is caretaker Benjamin Cordova's wry comment.

Since 83, Cordova was an NHI employee assigned to become caretaker when the NHI took over the management of the house in 1997. After it closed down and was returned to the Manansala heirs in 2007, the family hired him to continue his

HOUSE/C2







# The house where Mang Enteng lived—now a forgotten shell

Happier days

Bigger controversy

# Double trouble

## 'One must encounter evil in order to create the good'





## SUNDAY CROSSWORD

### PREMIER CROSSWORD By Frank A. Longo

INDEPENDENCE DAY PLAY



"ONENESS"





"UNITY"

# Racby Cuna exbibit at Marco Polo Davao



# Ambassadors of Light choir off to Japan to join Nara City's anniversary bash

**Purely Personal**



*Josephine Darang*





SOUTH Cotabato Gov. Arthur Pingoy

ANDERSON Go (center), president of the Ambassadors of Light, with the choir's visually impaired singers. They will be in Nara, Japan, July 29-Aug. 6.

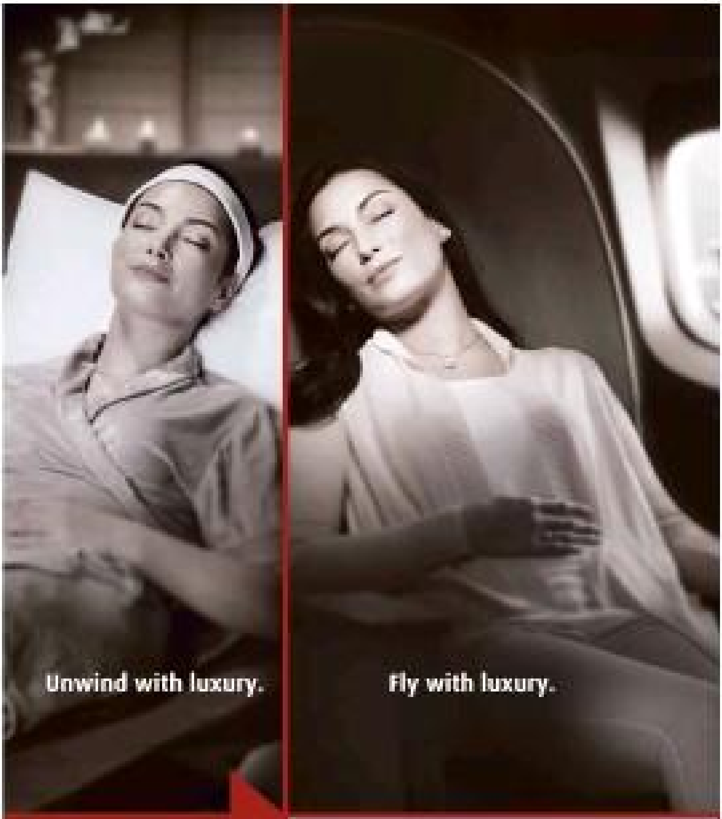
## Sendoff concert at NCCA

## Unity in South Cotabato

## What are the people like?

## Bayanihan Dance Co. in Seoul

## 'Impressions in Continuity'




END OF SEASON
SALE
July 2 to 11
2010
up to
70%OFF
MEGAMALL
Endless shopping. Endless discoveries.
A Subsidiary of SM Prime Holdings, Inc.
Awarded
Philippine Retailers Association's
Shopping Center of the Year 2009
www.sm-megamall.com
Enjoy endless shopping at SM Megamall with these services:
Valet Service
Park Finder System
Package Pick-up
Global Pinoy Service
SM Prestige Lounge
Breastfeeding Station
Digital Directory
Free Megamall WiFi

IN THIS ISSUE
■ Bench 'uncuts' itself from the past with a future-gazing show /G4

Sunday LifeStyle




# I wore my Kris Aquino 'terno' to the Inauguration



TESSA!
Tessa Prieto-Valdes

DON'T WE ALL HAVE A renewed sense of Pinoy Pride? I sure felt it at the electrically charged inauguration of our new President Noynoy Aquino. It's incredible how our political scene has been so colorful since our automated polls last May.

Should we spell it as PNoy, P-Noy, Pnoy or PNoy? I pondered this as I read my precious invitation to the historic event. And what does one wear to history?

I decided to wear my Kris Aquino terno, which I bought at a charity bazaar and had fashion godmother Rajo Laurel reconstruct into a "terno" gown with added detailing. It was the same gown I wore when I went to cast my vote last May. For the Quirino Grandstand, I added a couple of fascinators by my favorite milliner, Marilou Lavina of Ibic Moreno.

Just the day before, I bumped into newly elected VP Jejomar Binay at the Mandarin Oriental Hotel. I was happy to congratulate him as he rushed off to a no doubt highly secret meeting. Meanwhile, I was going to no doubt highly social ones, first with Dubai-based designer Rama Oka to discuss the upcoming Makati Red Cross Ball, and then followed by the media launch of the Smart Infinity-Standard Chartered Bank MasterCard credit card.

Little did I know that I would receive a call from the Inquirer later that afternoon that I had a coveted ticket to the Quirino Grandstand. Too bad! If I had known earlier, the VP and I could've exchanged fashion tips, or I might have told him about the new MasterCard with its incredible perks for Infinity subscribers. Surely, the VP is an Infinity subscriber, isn't he?

The Inauguration featured so many musical numbers by quite a number of show biz stars that for a second, I thought I might be watching "Sop" on ABS-CBN, now also known as the fourth government channel. The half million of us present roared and waved yellow flags as Noy took his oath to become P-Noy.

As this is a social column, the big news is, of course, that P-Noy's having Tagalog was

I WORE /E3



ASSUMPTION classmates Claudette Cordon and Bea Princesa





GOOD friends Bettina Aquilage and Richard Gomez



PRETTY stars Mariel Rodriguez and Bianca Gonzalez



INAUGURATION guests Pinkerray, Ai-Ai delas Alas, Pam Pamintuan, Sea Princess and Rey Lozada



DINGDONG Dantes with JC Buendia



LOVELY lady Ruth Fernando in Joey Samson dress

# I wore my Kris Aquino 'terno' to the Inauguration

From page D1

designed by Paul Cabral. In other news, the president vowed to eradicate poverty and end corruption.

Secondly though, I am glad that Noynoy, the son of two of the country's most famous icons of democracy and hope, has attained the presidency. He has big shoes to fill, but his outstanding presence on stage clearly shows that the position has made the man.

It rained yellow confetti after the oath-taking of our country's 15th president. Despite cloudy skies and the occasional rain showers the day before, the weather on June 30 was perfect.

## Bench 'Uncut' show

Speaking of highly coveted tickets, some of the scarcest available were for the front row seats at the Bench "Uncut" show in Araneta Coliseum last Friday. The Bench biennial is a sellout perennial.

The much-awaited event featured top Pinoy designers who have made an incredible fashion impact in the Middle East. Conceptualized by edgy fashion director Ariel Lozada, retail king Ben Chan put together Dubai-based designers Michael Cinco, Furne One, Val Taguba and Rana Sauma and integrated them into the cutting-edge underwear show.

At an intimate get-together dinner at his beautiful home, Ben had the LA dancers do some teaser dances to delight the guests and get us even more excited about the show. I heard some of the dancers that flew in are backup dancers of Lady Gaga.

To my surprise, I bumped into TV game show king Willie Revillame at the dinner. He is looking great, we are all looking forward to his new project, and I am hoping that he will need a co-host.

Willie shared how his life has gone through so many phases, making it interesting and exciting. So, just like Willie, the entire country can look forward to exciting new beginnings as we get into P-Noy mode.



TV GAME show host Willie Revillame



UNIVERSAL Aesthetics Peranie's country manager Caroline Edgmon and PR Manager Jenny Castro



DEPARTMENT of Tourism Undersecretary Cynthia Carrion with Olivier Bartoli, managing director of Blaise Media HK Ltd

## Wellness destination

One area where we are already great is in the spa industry. AsiaSpa magazine's May-June issue recognizes this as it has a supplement all about the Philippines. Editor at large Catharine Nicol calls our country one of Asia's hottest new destinations.

Editor in chief Rebecca Walker says our country is a first-rate 'wellness destination, with our traditional healing methods having morphed into sophisticated, luxurious spa treatments.' Hilot has become hip. In my own little spa, Urban Spa, at the Shangri-La Plaza Mall, we are happy to be riding the medi-spa boom.

## Fun runs

Even in the running world, the Philippines has become a fitness destination. My latest race was the Team Woman Run 2010 by Lamoiyan. It was as much fun racing in costume.

Another major run to look forward to is the upcoming Camsur Marathon 2010 happening on Sept. 26. Sports Coach Rio de la Cruz and Gov. LRay Villafuerte invite all to run amidst the beauty of nature in Camarines Sur, all for the benefit of Gawad Kalinga Foundation. Check http://camsurmarathon.com or e-mail [illegible]@camsurmarathon.com for details.

On a smaller scale, the Discovery Suites and Forbes Park Association, together with Wallis Marketing, forge an alliance in the "Bolt [illegible] Run" slated July 18. Presented by Planet Sports, the event promises to be a fun yet competitive run, which aims to promote fitness, health and camaraderie among the homeowners and their guests. For more details, visit the [illegible] offices.

## Artistry foundation

In all these races, I am glad I am using the new Artistry Hydrating Foundation for my dry skin. The new liquid foundation has SPF 20 PA Triple Plus that is higher than the other products.

Artistry Balancing Foundation and Artistry Hydrating Foundation were recently launched by Amway for its nationwide dealer network. Artistry makeup guru Victor Ortega demonstrated how light and easy it blends with the skin without that mask feeling.

For the launch, I felt so radiant wearing a beautiful wedding gown by fab designer Francis Libiran, who did the fashion show as well. For more information about Artistry products, call Amway at [illegible]. Indeed, Artistry is the perfect foundation, whether one is running a race or participating in history, standing under the sun at the Quirino Grandstand.

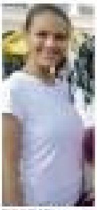
E-mail the author at [illegible]@inquirer.com.ph.



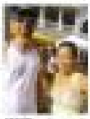
THE 15TH Philippine President, Noynoy Aquino



WINNERS for Best Costumes at the Team Woman Run/Race by Lamoiyan



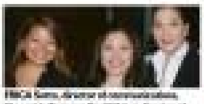
RUNNING beauty Iza Calzado



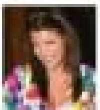
SPEED racing couple Paulo Rebosati and Kit de Leon



BENCH King Ben Chan with his LA dancers at his home



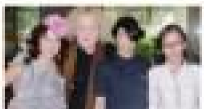
ERICA Santo, director of communications, Shangri-la Boracay; Cecil White, director of sales/marketing, Shangri-la Makati/Manila; and Joy Wisemon, director of communications, Shangri-La Makati/Manila



PINKY Amador



WITH Dubai-based designers Rana Sauma, Michael Cinco, Furne One and Val Taguba, Bench models Georgina Wilson and Heather Ocampo and Inquirer's Alex Vergara



MAKATI Red Cross Ball featured designer Furne One with Sea Princess, director Ariel Lozada and Maggie Gisolo



BLAINC Media HK Ltd team with Catharine Nicol, editor at large of AsiaSpa magazine and editor of AsiaSpa Philippines inaugural issue



AMWAY'S Tess Ket (Technical Regulatory Affairs manager), Lani Olivares (director for Marketing and Business Relations), Francis Libiran (celebrity fashion designer), Tessa Prieto-Valdes, Jake Rimando (country manager), Suzanne Consigna (senior manager for Corporate Services and AOC Operations), Victor Ortega (Artistry chief makeup artist) and Pamela Ales (marketing manager for Artistry Personal Care and Home Care)



ARTISTRY featured designer Francis Libiran, Sea Princess and makeup guru Victor Ortega



MAKATI Shangri-la GM Reto Klauser and Sea Princess



SMART Communications Sports Marketing head Patrick Gregorio, Philippine Tourism Promotions Board president and CEO Cynthia Carrion, Dawn Zulueta, Camsur Gov. LRay Villafuerte and Asia Brewery Inc. vice president for Marketing Hubert Tan



CAMSUR Gov. LRay Villafuerte and Sen. Pia Cayetano



NATIONAL Kidney and Transplant Institute director Dr. Enrique Ona and Kidney Foundation of the Philippines president Dr. Romeo Enriles



RACE director Rio de la Cruz and Gawad Kalinga founder Tony Meloto

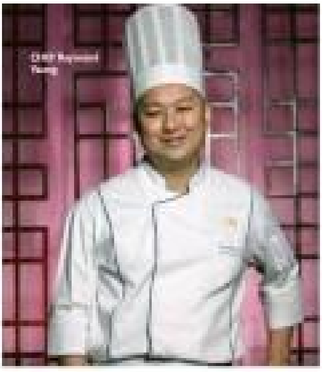
# Lovely couple's wishes come true

CEBU CEBU



*Jenne Picornell*

## Makati hotel's new executive chef



# Exciting July Events
## at SM Mall of Asia







## End of Season Sale
## UP TO 70%* OFF
### July 2 to 11, 2010

## Yamato: Drummers of Japan
### July 8, 2010 | Center Stage | 7:30 PM
### July 9, 2010 | Music Hall | 7:30 PM





## Usher Live in Manila
### July 9, 2010 | SM MOA Concert Grounds | 8 PM






# Sunday Lifestyle



This is the globalization of Filipinos in action–players from various places inspired by their Pinoy blood to fight for the flag

## How a bunch of rugby moms and dads –and an art teacher –saw the team triumph in India

# How a bunch of rugby moms and dads —and an art teacher—saw the team triumph in India





PROUD mother Bea with her son Jaime ...



THE FIGHTING ...



THE UGARTE family

## Gaining points

## Filipino heritage

## Enthusiasm, devotion

## Strong discipline

## Consolation

## Strategy and teamwork

# Why, after 19 years, 'Cats' still makes them purr



Jo-Anne Robinson and Firoz Shapur are bringing to Manila the phenomenal show they've been part of since 1981





# Behind the façade of Facebook

By Ronnie C. Bugue

THOUGH WE CANNOT know exactly what went through Ben Mezrich's mind as he wrote "The Accidental Billionaires (The Founding of Facebook: A Tale of Sex, Money, Genius and Betrayal)," his fictional nonfiction book about the creation of Facebook, we can perhaps speculate about what it possibly might have been like.

(The Harvard-educated author made his name nine years ago with "Bringing Down the House," a story of a gang of Massachusetts Institute of Technology students who employed a blackjack card-counting strategy to siphon millions of dollars out of Vegas casinos. It was made into the movie "21.")

After all, Mezrich has been known for his unapologetic use of fiction techniques in what is presented as nonfiction. He knows how to take a real story and make it better. That is, until he apparently decides that he is so good he can write a story without actually meeting his subject.

So Mezrich had to do some guesswork about Mark Zuckerberg, the former Harvard student who is famous for having cooked up the Facebook, of goodness.

This is most obvious when you consider that the narrative almost never depicts Zuckerberg alone, and is told primarily from the perspectives of three people who dealt with him during Facebook's early days—schoolmate and co-founder Eduardo Saverin, Silicon Valley entrepreneur and even, and Facebook exec Sean Parker, and ConnectU co-founder Tyler Winklevoss.

Scenes relying heavily on Zuckerberg's own actions read to be bolstered by actual e-mails or blog posts written by the young CEO.

Whenever Zuckerberg is actually doing something forbidden, be it hooking up with a girl or hacking into Harvard servers, it's laced with the language of disclaimers and speculation. ("Eduardo was pretty sure he'd just watched Mark Zuckerberg go home with a Victoria's Secret model.")

## Evil nerd or dreamy visionary?

But is the book at least entertaining? That depends on your literary predilection—and your penchant for scandal.

Because Mark Zuckerberg didn't cooperate, Ben Mezrich's book on the founding of the social network site is speculative nonfiction at best. At the least, it's bad social networking

It's a colorful book, but those who were hoping that Zuckerberg would come across as an evil, conniving nerd will be a tad disappointed. He's portrayed as a dreamy visionary who evolves into a my-way-or-the-highway megalomaniac, at least from the perspective of Saverin, Parker and Winklevoss.

But that megalomania is given the kid-glove treatment, likely because Mezrich was dealing with so much second-hand information, and the author even states in one chapter told from Saverin's perspective that "Mark didn't have the capacity or the interest, to hate anyone."

Beyond that, few players in Facebook's history have much of a role in the book. Early employees like Chris Hughes (who went on to be the Obama campaign's digital guru), Dustin Moskovitz and Andrew McCollum make brief appearances, as does investor Peter Thiel.

Aaron Greenspan, a Harvard alum who founded another social networking project around the same time and has had legal issues with Zuckerberg over the rights to the use of the word "facebook," is also mentioned.

There's also a cameo by Bill Gates, who really did speak at Harvard in 2004—that wasn't just a plot device.

## 'James Bond' villain

If any legal action does stem from "The Accidental Billionaires," it won't come from Zuckerberg. There are few characters portrayed with legitimate, all-out negativity, and one of them is Sequoia Capital investor Michael Moritz, against whom Sean Parker is depicted as having a personal vendetta.

Sequoia had invested in Parker's previous company Plaxo, from which Parker departed under unfavorable terms; several chapters told from Parker's perspective describe Moritz as "a James Bond villain" who pushed Parker out of Plaxo's executive ranks after (it's implied) hiring a private investigator to stalk him and boot dossier.

In Mezrich's narrative, Parker imagines Moritz "weaving in his secluded lair, chortling at his pawns in that bizarre, villainous Welsh accent," and allegedly setting up Zuckerberg's nonchalance Sequoia pitch meeting (in which Zuckerberg showed up late wearing pajamas) specifically to knock any chance that the venture firm would have to invest in Facebook.

Whether that's true or not, one could imagine Sequoia may not be too thrilled.

## Worth telling

Eduardo Saverin, whom Mezrich thanks in his introduction for being available the development of the book, has been on shaky terms with Facebook for years, and some of the conflict between Saverin and Zuckerberg that the book details can be confirmed through courtroom documents. But Facebook, as Mezrich notes in his epilogue, now has returned Saverin to the official list of company co-founders on its web site, and Saverin has also invested in at least one start-up based on the Facebook developer platform.

In principle, the story of Facebook's growth story (is founding on some age) is very much worth telling. It is one of the more remarkable tales of the digital era.

Zuckerberg quickly realized that what he had started essentially as a girl-rating prank had vast potential as an online meeting place. He and a handful of other Computer Science students at first developed Facebook as a Harvard-only network where students could post photos and information about themselves, link to one another's pages, and form groups based on shared interests.

Facebook gradually expanded to include other colleges, then allowed high school students to join as well.

In 2006, two years after incorporating, the site was opened, at no cost, to anyone 13 years or older with a valid e-mail address.

Membership snowballed with astounding speed. Facebook now has more than 250 million members around the world.

The privately owned company has been valued as high as $15 billion, but so far Zuckerberg has resisted overtures from would-be buyers, including Google and Microsoft.

Like many Internet sensations, Facebook has still failed to pay off. More than a year ago, the company abandoned an employee stock sale plan.

Readers of "The Accidental Billionaires" will gain as little sense of the drama in the company's rise as they will of Zuckerberg's role in the story.

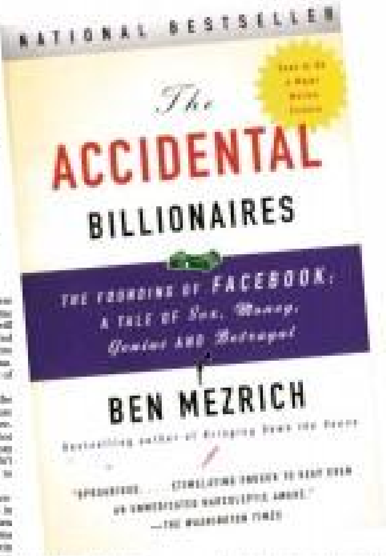
The author's lack of contact with his central character seems to have impaired his storytelling skills. We get page after page of Mezrich going on about "hot girls," the only kind that seems to be one of Harvard undergrads.

We are also told innumerable times that Zuckerberg is a genius. But the author, of course, can't provide examples illustrating his genius in action.

One aspect of the story that Mezrich has done well, though, is the reverence that Harvard graduates like himself hold for the place. We endure paean upon paean to the Harvard mystique, rowing crew and secret clubs.

But a campus tour hosted by an alum missing up over his alma mater hardly compensates for Mezrich's failure to get any face time with the man behind Facebook.

*"The Accidental Billionaires (The Founding of Facebook: A Tale of Sex, Money, Genius and Betrayal)" is available at National Book Store.*



Sunday LifeStyle



# Malacañang on Noynoy's first day

## The vibes weren't bad at all

SIMPLE. TASTEFUL. VERY Filipino.

# Malacañang on Noynoy's first day



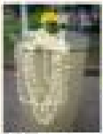




















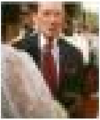




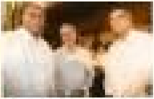
# Have a safe and noble journey, dear friend



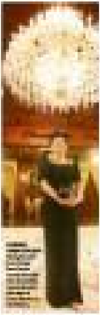


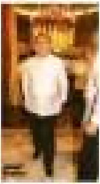


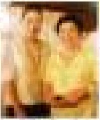






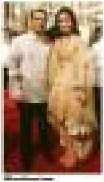


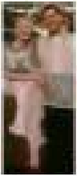















HENRY Cojuangco and Sylvia Acosta-Lopez


HYUNDAI Phil. head Fr. Aguda and Hyundai Asia Resources chair Richard Lee

# It didn't rain

IT DIDN'T RAIN ON WEDNESDAY morning during the inaugural ceremonies of President Benigno Aquino III and Vice President Jejomar Binay.

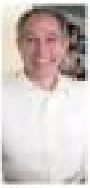
The guests at the Quirino Grandstand came prepared for the heat and the rain, bringing umbrellas and fans. The men were barong, and the women, Filipiniana-inspired garb, from the light and comfortable piña top to the elegant terno.

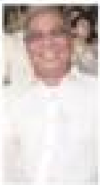
PHOTOS BY THELMA SIOSON SAN JUAN


TINGTING Cojuangco blends a Patis Tesoro Maria Clara top with Auggie Cordero skirt.


MON Sobsinet, the uncle of the President's girlfriend Shalani Soledad, and his son Ram

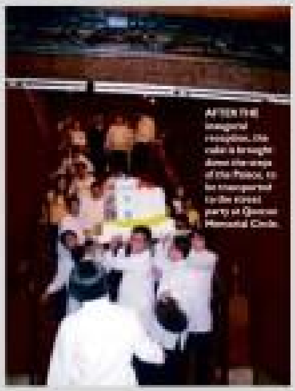

ROMY and Margie Mercado


PEDRO Roxas


BERT Lina


LANCE and Joy Gokongwei


PNOY Ching and Neal Banta, at the Palace, with the inaugural cake they made


AFTER THE inaugural reception, the cake is brought down the steps of the Palace, to be transported to the street party at Quezon Memorial Circle.

# Have a safe and noble . . .

From page F1

Aquino said at the ceremonial toast.

The atmosphere in the crowded hall carried a happy buzz which, one hoped, derived hope and the desire to turn a new leaf.

The new President has met his political destiny. One could only hope one person's destiny would pave the way for a nation's transformation.

For a dear friend, beyond good governance, we wish you a safe and noble journey.

*Thelma Sioson San Juan*

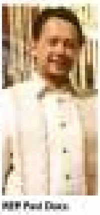

PHILIP Juico and Raul Manalese


CABINET wives Marilu Montejo, Dulu Padoranga, Maricle de Mesa


REP Luz Mercado


TONY Tan Caktiong, Pamela Tan and MS Tan


PINKY Zaffer


REP Paul Daza

ANSWER TO SUNDAY CROSSWORD

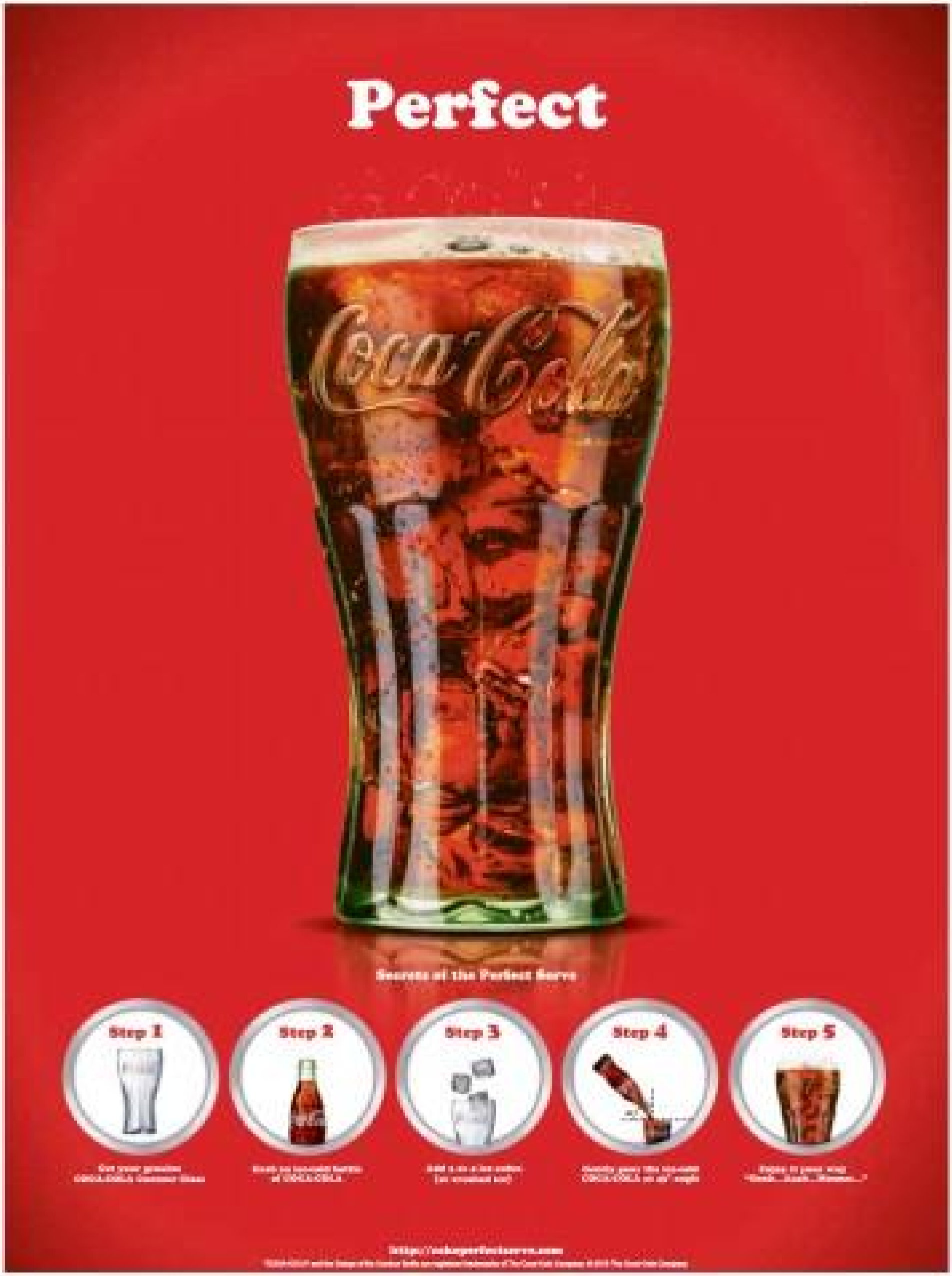
IN THIS ISSUE

■ The house where Mang Enteng lived—now a forgotten shell /C1

# Sunday LifeStyle




# Bulgari launches Anish Kapoor ring on July 7



# Bulgari launches Anish Kapoor ring on July 7







T'nT Trends & Trendings



The event coincides with the 10th anniversary of the company's B. zero 1 line

### Hogan's heroes

### President's speech

# How Russian ballet dancers bare their soul onstage



ZHEMBROVSKYY in "Le Corsaire"



ALEXANDER Zhembrovskyy

### Breakthrough

### Artistry

## What's Up

### Buy one take one gelato

### RP-Japan Friendship Month







CUMBRIA

# Luxe bed linens and home accents



OCEAN





SOFTOUCH



SHADE of Plus



DE MEMORIA

JASPAL CALLS ITS BEDROOM LINEN COLLECTION "bed fashion." Made with certified cotton, its design collections offer florals, classical motifs and intricate wide-width panel prints, along with intricate embroidery, suede lace, stylized prints and imported jacquards.

The Jaspal Group was founded in 1947 as Jaspal & Sons, initially focusing on the importation and distribution of high-quality bed linen products. Jaspal & Sons' manufacturing business concentrated on the production of complete bedding sets, bed linen, quality fiberfill sleep products and a comprehensive range of towelling products. The Thai company's professional team of designers, studio technicians and production line operators employ the latest state-of-the-art technology and highly skilled craftsmanship in the making of its products.

The Jaspal Home Collection has a complete range of the finest bed linen and luxurious towels, cushions, table linen, rugs, ceramics and glassware.

Exclusively available in Adora's Home Department, Adora is at Greenbelt 5, Makati City.





FLORAL Lace



# How one's patience and faith are tested by holding patterns

**ROOTS AND WINGS**

*Cathy Babao-Guballa*



WE HAD BEEN UP IN THE AIR FOR close to 20 minutes, circling the airport around and around with no clearance to land.

On the flight home from Los Angeles to Manila last month, we were placed in a holding pattern for close to 45 minutes before the plane was allowed to make its descent and touch down. Not a comfortable place to be.

Many times in my life God has placed me in a holding pattern.

A holding pattern is defined as "the oval or circular path of an aircraft flying around an airport awaiting permission to land." It's not an easy state to be in. Your patience and faith are tested, sometimes to its limits, depending on the length of time you are put there.

[illegible]

# Bench 'uncuts' itself from the past with a future-gazing show

The brand's biannual underwear and jeans extravaganza celebrates its growing global presence









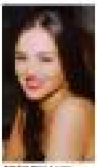


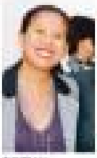




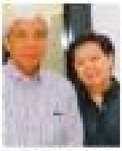
### New direction

### New markets





### Surprise element











# Should she leave her husband for fathering kids with another woman?

DEAR EMILY:

**Emily's Post**

*Emily A. Marcelo*



IN THIS ISSUE

■ I wore my Kris Aquino 'terno' to the Inauguration /D1

Sunday LIFESTYLE Travel

# Melbourne–where the living is easy



FLINDERS Street Station

One of the most liveable cities in the world, it brims with art, sports, food, shopping, lovely parks

## Dine

## Drink

## Ride

## Coffee

## Escape

## See



CUMULUS Inc.

# Melbourne–where the living is easy



THE DELI at the Queen Victoria Market

## Culture

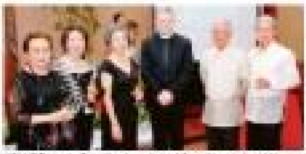




FRIED School Prawns at Cumulus Inc.

## Shop

## Details







FOREIGN dignitaries

# Malta Embassy hosts cocktails to mark feast of St. John the Baptist





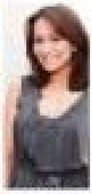


# CamSur to host biggest marathon in Southeast Asia



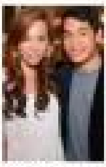


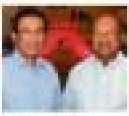














# Hotel-gallery offers life on the sleek lane

'We're the first to exhibit works of Filipino artists, so our guests will remember them when they check out,' said Picasso Boutique Serviced Residences president Luis Monserrat









# THE ALEXANE AGENDA AT SM

Let your clothes work for you with SM's latest collection of corporate chic from its in-house label Alexane.

You'll make waves in the boardroom and beyond with classically tailored clothes that take a page from menswear staple power pieces, and take on stylish feminine twists.

Update your corporate look with urban safari and nautical touches in networking neutrals and business blues. Trousers are pencil thin, some in Capri length; skirts are smart and short; jackets are softer and longer. You'll be on top with Alexane's shirt story: pinstriped button down shirts with contrast collar and cuffs, romantic ruffled blouses, and white classic shirts that can be worn with vests.

These new dress codes from SM will speak volumes about your personal style and do wonders for your professional career. And the good news is now is the best time to build your office wardrobe at the Corporate Wear Sale at the Ladies Wear Department of the SM Department Store. Enjoy up to 50% off on selected items until July 18.



# ENTERTAINMENT







## Coming soon: 'The Journey,' starring Arnel Pineda

OVERHEARD

BACKSTAGE AT THE PRESIDENTIAL STREET party at the Quezon Memorial Circle on Wednesday, international rocker and Journey frontman Arnel Pineda confirmed that a documentary on his life is in the works. Entitled "The Journey," the docu is directed by Ramona Diaz, the Filipino-American filmmaker behind "Imelda," the Sundance-winning docu on former First Lady Imelda Marcos. "She is planning to release it next year. She's been following me on tour in the US and she has also shot here in the Philippines," said Pineda. *Bayani San Diego Jr.*

CHEER FACTOR

## Lea as Griz

LEA Salonga posted this photograph on Facebook, in her Grizabella costume for the international hit musical "Cats," coming soon to Manila.

DID YOU KNOW...

## The top 5 'teen-angst' movies in US

LOS ANGELES—The 'tween girls who are fanatical about the "Twilight" series may not be aware of this, but Bella, Edward and Jacob did not invent teen angst.

With the release this week of "The Twilight Saga: Eclipse," the third film in the franchise, here is a look at some other movies in which everything was super dramatic:

- "Rebel Without a Cause" (1955): James Dean's performance as a young rebel who moves to Los Angeles and clashes with bullies is considered the best work of his short life, and since the film came out a month after his fatal car crash, it added further hype to his tragic persona. Looking at Robert Pattinson as teen vampire Edward Cullen in the "Twilight" films, it is clear that Dean is the inspiration: The scary hair and sideburns, the pouty, the perpetually sullen expression, if only Dean could have sparkled in the sun...
- "American Graffiti" (1973)
- "Fast Times at Ridgemont High" (1982)
- "The Breakfast Club" (1985)
- "Say Anything..." (1989) *AP*

# ROBINSONS MOVIEWORLD

## ROBINSONS MOVIEWORLD CINEMA MOVIE GUIDE

CINEMA ACCESS: 395-5555

### GALLERIA
1 THE TWILIGHT SAGA: ECLIPSE
2 THE TWILIGHT SAGA: ECLIPSE
3 THE TWILIGHT SAGA: ECLIPSE
4 THE TWILIGHT SAGA: ECLIPSE
5 THE TWILIGHT SAGA: ECLIPSE
6 TOY STORY 3 (Digital 3D)
7 KNIGHT AND DAY
8 THE KARATE KID
9 TOY STORY 3
10 I'LL BE THERE

### MANILA
1 THE TWILIGHT SAGA: ECLIPSE
2 THE TWILIGHT SAGA: ECLIPSE
3 TOY STORY 3 (Digital 3D)
4 KNIGHT AND DAY
5 THE TWILIGHT SAGA: ECLIPSE
6 THE TWILIGHT SAGA: ECLIPSE
7 THE TWILIGHT SAGA: ECLIPSE

### METRO EAST
1 THE TWILIGHT SAGA: ECLIPSE
2 TOY STORY 3 (Digital 3D)
3 THE TWILIGHT SAGA: ECLIPSE
4 THE TWILIGHT SAGA: ECLIPSE
5 TOY STORY 3 / THE TWILIGHT SAGA: ECLIPSE
6 THE TWILIGHT SAGA: ECLIPSE
7 KNIGHT AND DAY
8 THE KARATE KID

### NOVALICHES
1 THE KARATE KID
2 THE TWILIGHT SAGA: ECLIPSE
3 THE TWILIGHT SAGA: ECLIPSE
4 KNIGHT AND DAY

### FORUM ROBINSONS
1 TOY STORY 3 (Digital 3D)
2 THE TWILIGHT SAGA: ECLIPSE
3 KNIGHT AND DAY
4 THE TWILIGHT SAGA: ECLIPSE



### STA. ROSA
1 THE TWILIGHT SAGA: ECLIPSE
2 THE TWILIGHT SAGA: ECLIPSE
3 KNIGHT AND DAY

### LIPA
1 TOY STORY 3 (Digital 3D)
2 THE TWILIGHT SAGA: ECLIPSE
3 THE KARATE KID
4 THE TWILIGHT SAGA: ECLIPSE
5 KNIGHT AND DAY

### DASMARIÑAS
1 THE TWILIGHT SAGA: ECLIPSE
2 THE TWILIGHT SAGA: ECLIPSE
3 KNIGHT AND DAY
4 THE KARATE KID

### STARMILLS
1 TOY STORY 3 (Digital 3D)
2 THE TWILIGHT SAGA: ECLIPSE
3 THE KARATE KID
4 I'LL BE THERE
5 THE TWILIGHT SAGA: ECLIPSE
6 KNIGHT AND DAY

### IMUS
1 THE KARATE KID
2 TOY STORY 3
3 THE TWILIGHT SAGA: ECLIPSE
4 KNIGHT AND DAY

### ANGELES
1 THE TWILIGHT SAGA: ECLIPSE
2 THE TWILIGHT SAGA: ECLIPSE
3 TOY STORY 3 / THE KARATE KID
4 KNIGHT AND DAY

### TACLOBAN
1 THE TWILIGHT SAGA: ECLIPSE
2 THE TWILIGHT SAGA: ECLIPSE
3 THE TWILIGHT SAGA: ECLIPSE

### DUMAGUETE
1 KNIGHT AND DAY
2 THE TWILIGHT SAGA: ECLIPSE
3 THE TWILIGHT SAGA: ECLIPSE

### BACOLOD
1 TOY STORY 3 (Digital 3D)
2 THE TWILIGHT SAGA: ECLIPSE
3 THE TWILIGHT SAGA: ECLIPSE
4 KNIGHT AND DAY
5 MARMADUKE
6 THE KARATE KID

### ILOILO
1 TOY STORY 3 (Digital 3D)
2 THE KARATE KID
3 KNIGHT AND DAY
4 I'LL BE THERE
5 FURRY VENGEANCE
6 TOY STORY 3

### GENSAN
1 TOY STORY 3 (Digital 3D)
2 THE TWILIGHT SAGA: ECLIPSE
3 KNIGHT AND DAY
4 THE TWILIGHT SAGA: ECLIPSE

### ILOCOS NORTE
1 THE TWILIGHT SAGA: ECLIPSE
2 THE TWILIGHT SAGA: ECLIPSE
3 KNIGHT AND DAY



# PDI runs into Spidey in Cancun

By Ruben V. Nepales
LA Correspondent

# Truth hurts for aging hunk



COMEDY queens Ai-Ai delas Alas and Pokwang also turn up for the President's inauguration.






















# Truth hurts for aging hunk

By the Entertainment staff

HANDSOME HUNK is no longer the plat du jour in his home studio, so his work assignments have dwindled in number.

HH consulted Guy Manager, who patiently told the poor guy: "You're too old. That's why you lose jobs to younger guys."

HH dumped GM in a huff. He's not the first stud to bolt GM's stable.

Meanwhile, HH consulted the Other Stud's manager [illegible] and learned that he was no longer a priority in his agency and that GM had been giving him false promises all this time.

RUSHES SUNDAY

## No-denial king

Young Hunk admitted that he had dinner with Guy Man [illegible].

Before wags could start wagging that YH and GM are Showbiz's newest couple, the boy insisted: there's nothing wrong about dining out with a "friend."

The date, however, sparked rumors that YH was bolting his current management firm and joining GM's stable. Jury's still out on this one.

## How to confirm a rumor—with finality

Basketball star James Yap issued a statement on Thursday, vowing to fight for his troubled marriage.

Rushes obtained a copy of the statement and noticed similarities with the earlier pronouncements of his wife, TV host Kris Aquino.

Aquino said that, "with confidence and finality ... I've given up ... that this marriage is over on my part."

In Yap's statement, this stood out: "It's final. I will fight to keep my family intact, whatever may happen in the future."

And never the twain shall meet?

## Manager's side

[illegible], manager of James Yap, said he was unaware that Yap had issued a statement. "I learned about it only after my counterpart [illegible] e-mailed it to me."

[illegible] said that, from the start, he told Kris and James, "I don't want to meddle in your married life."

He also confirmed that James is determined to preserve his family.

## Scent of a woman

All throughout an interview, [illegible] kept covering her mouth, apologizing that her breath might "smell offensive because I've yet to eat dinner."

Not just once, but two TV hosts confirmed that [illegible] has oral hygiene problems.

At a recent party, the two hosts almost fainted while chatting with [illegible] up close. Bwisit!



COTTON candy-sweet couple Dingdong Dantes and Marian Rivera at P-Noy's inauguration.



FASHION. The Pangilinan family at the P-Noy concert: [illegible] Sharon Cuneta [illegible] and KC wore [illegible] gowns; Sen. Kiko, a barong by a [illegible] designer

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[illegible]

PHOTOS: [illegible]